



# THE 5 HABITS OF HIGHLY EFFECTIVE Pharmaceutical MARKETERS

## Five Questions That Highly Effective Pharmaceutical Marketers Can Answer About Their Marketing Strategies and Programs

1. Have we segmented the sufferer and/or prescriber treatment markets in which we have Rx entries to identify and profile the most profitable targets to pursue? Can we show that our physician and consumer targets have made money for us in the past or will make money in the future?
2. Do we have a clear, powerful, preemptive positioning strategy for our Rx brand? Does it tap into what we have determined to be the key motivations of sufferers and/or physicians? Does it truly distinguish us from competing Rx and non-Rx treatments? Can we deliver on it?
3. Are our marketing communications plans clearly linked to the consumer and physician target, the positioning, and the product? Do our messages trigger increases in the number of prescriptions? Have we selected the best, most efficient media vehicles to impact our targets?
4. Have we employed simulation modeling to forecast the performance of the DTC program long before it's launched in the marketplace? Have we taken insights from this simulation to improve the performance of our program? Have we used simulation modeling to formulate a response to new Rx and non-Rx competition?
5. Do we have a program in place to ensure successful implementation of our strategy and plans? Have we won the support of critical constituencies (marketing, sales, advertising, public relations, etc.) to execute the strategy as planned? Have we developed champions throughout the organization to ensure success?

THESE ARE CHALLENGING TIMES FOR PHARMACEUTICAL MARKETERS. Regulatory changes have dramatically decreased the time any Rx can “own” a market before patent-protection expires and competition encroaches. Successful direct-to-consumer, or DTC, advertising campaigns—those that produce a significant ROI—remain more the exception than the rule. And physicians—the primary target of Rx marketing—are overwhelmed with promotional information and take fewer and fewer sales calls from an ever-growing pharmaceutical sales force.

Yet highly effective pharmaceutical marketers are unhindered by these challenges thanks to five unique habits that distinguish them from competitors.

### **HABIT 1: Challenge Conventional Approaches to Targeting**

Highly effective pharmaceutical marketers recognize no one—NO ONE—can possibly know *a priori* the best way to segment the sufferer and prescriber market and which target(s) will be most profitable.

### **HABIT 2: Take a Position—Make Your Rx Brand Stand for Something**

Highly effective pharmaceutical marketers know that without a strong positioning, their brands will fail to register with consumers and physicians. They also know finding a positioning that will move the needle for the Rx requires a more rigorous process than most companies, inside the industry and out, follow.

### **HABIT 3: Demand that Your Advertising is 3-Sigma Better than the Copy Testing Norm**

Highly effective pharmaceutical marketers recognize that the ROI of the average ad campaign today is zero. They know that only by developing and testing many alternatives can they be assured of advertising which is significantly better than historical norms.

### **HABIT 4: Use DTC and Defensive Response Modeling to Evaluate and Improve Campaign Performance**

Highly effective pharmaceutical marketers know that finding the right mix of communications—direct sales, direct marketing, web seminars, etc.—is critical. They also recognize that, given the substantial investment that their companies are making in DTC campaigns and the high rate of DTC failure, they need to take steps to reduce financial risk. They also don't react to new competition guided by gut instinct—arbitrarily increasing advertising, for instance.

### **HABIT 5: Obsessively Implement Marketing Strategies and Plans**

Highly effective pharmaceutical marketers know that great implementation is just as important as good strategy to marketing success. They understand that implementation cannot be an after-thought.

Instead, highly effective pharmaceutical marketers take the Copernican approach to marketing strategy development, planning, and implementation.

## The Copernican Approach to Strategy Development, Planning, and Implementation

The objective of every Copernicus engagement is to help our pharmaceutical clients develop, plan, and implement a transformational marketing strategy. And by transformational, we mean a strategy so strong, so powerful, that it changes brand trajectories, career paths, sometimes entire companies and even industries.

### Strategy Development

We begin with a marketing strategy study, often with multiple objectives including the identification of the financially-optimal consumer and physician targets; a powerful positioning; and marketing communications, message, media and sales strategy. Once the study is complete, we apply a variety of data analysis and modeling tools, including media optimization, to discover the strategic and tactical components that will contribute most to significantly improved ROI.

We are especially proud of the models we have developed for estimating the profitability of consumer and physician targets—work which adds an element of financial analysis to traditional targeting decisions. Our breakthrough models for assessing buyer motivations and the Copernican Brand Strategy Matrix™ approach help create some of the most powerful positioning strategies in America.

### Planning

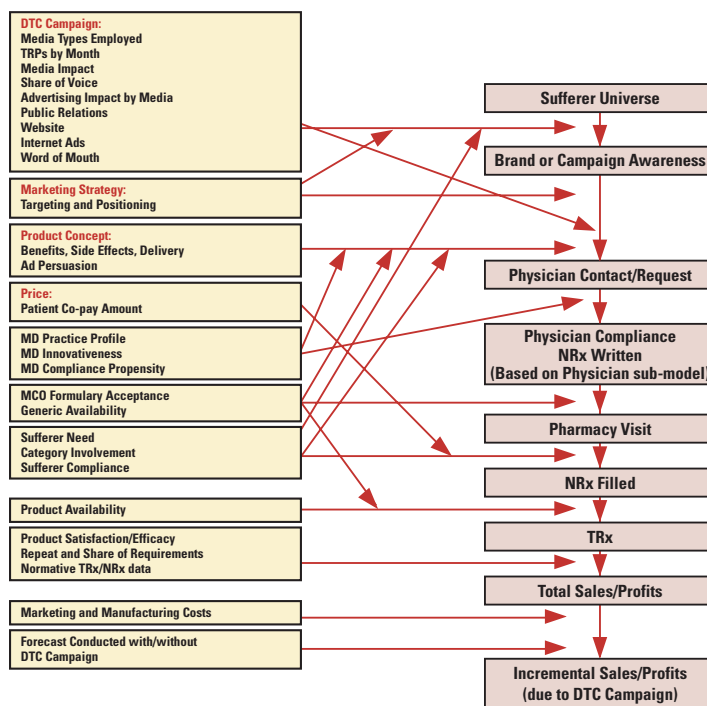
Very often, our pharmaceutical clients want to include a DTC component in their overall marketing plan for an Rx, but, considering the high probability of failure, are naturally concerned about the risk. We apply the Copernican Discovery DTC™, a specialized marketing mix model for the pharmaceutical industry comprised of a complex set of very sophisticated equations that predict real world outputs (including new and repeat prescriptions) from marketing plan inputs (such as primetime network television target rating points per month), to dramatically improve the probability of success.

Clients also come to us when one or more new entries in a treatment market have begun to strip market share or are concerned about the impact of a new treatment innovation a competitor is about to introduce. To help them develop a plan designed to preserve market share, we apply Copernican Discovery Defensive Response Modeling™ to improve marketing performance in the face of new and increasing competition.

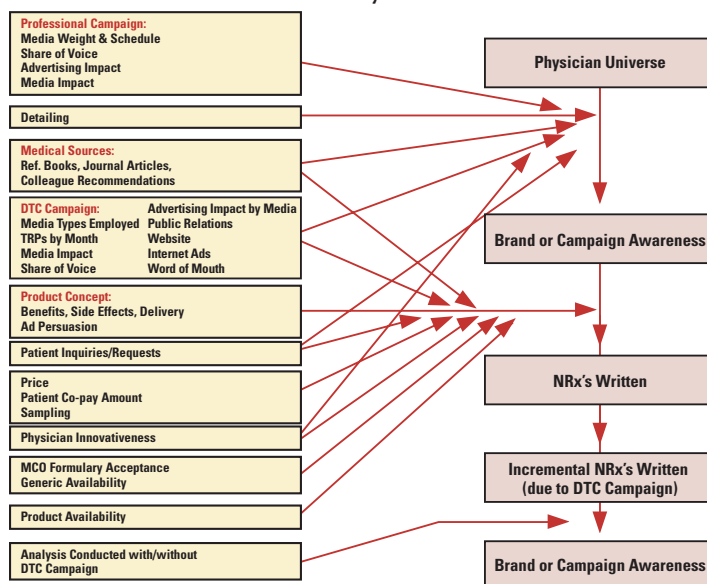
### Implementation

A good marketing plan is not enough, however. We employ Copernican Marketing Implementation Tools™, a combination of proprietary methods and metrics, to help pharmaceutical clients align their marketing organization, in particular the sales force, systems, and structures with the strategy and plan.

## The Copernican Marketing Mix Model of the DTC Consumer Market



## The Copernican Marketing Mix Model of the DTC Physician Market



The end result of every Copernicus engagement—whether we are involved in just one part of or the whole process—is marketing programs that succeed in inspiring the most profitable consumers to ask their doctors for an Rx prescription and fill it, motivating the most profitable physicians to recommend an Rx and write prescriptions, and producing an ROI far greater than industry averages.

For more information about the Copernican approach, contact Kevin Clancy at Copernicus Marketing Consulting and Research at (781) 392-2500 or [info@copernicusmarketing.com](mailto:info@copernicusmarketing.com) or visit our award-winning website, [www.copernicusmarketing.com](http://www.copernicusmarketing.com).